I claim:

1. An inflatable cooler comprising:

at least one sidewall formed from a flexible plastic membrane having inflatable air chambers therein, said sidewall having an exterior surface, wherein the air chambers of the at least one sidewall act as a thermal insulating barrier for contents of the inflatable cooler; and

a flexible plastic membrane that, when removably disposed onto the exterior surface of the at least one sidewall, forms an exterior surface of the cooler suitable for printing information thereon.

2. The inflatable cooler of claim 1, wherein said information comprises one of text, graphics, and logos.

3. The inflatable cooler of claim 1, wherein said printing utilizes one of silk screening and vinyl graphic printing techniques.

4. The inflatable cooler of claim 1, wherein said inflatable cooler is provided to users with such information printed on this flexible plastic membrane.

5. The inflatable cooler of claim 1, wherein the flexible plastic membrane is shaped such that it surrounds the at least one sidewall and provides support for stress normal to the sidewall.

6. The inflatable cooler of claim 1, wherein said at least one sidewall is cylindrical in shape.

7. The inflatable cooler of claim 1, comprising a plurality of sidewalls.

8. The inflatable cooler of claim 1 further comprising an inflatable lid formed from a flexible plastic membrane having at least one inflatable air chamber therein, wherein the at least one air chamber of the lid act as a thermal insulating barrier for contents of the inflatable cooler.

9. The inflatable cooler of claim 8, wherein said at least one air chamber of the lid is designed so that the at least one air chamber in the center of the lid when inflated is deepest to provide maximum insulation against overhead sun.

10. The inflatable cooler of claim 8, wherein said lid comprises a smooth top suitable for printing information thereon.

11. The inflatable cooler of claim 1, further comprising an inflatable lid and bottom wall that is integral to the at least one sidewall, thereby forming a one-piece construction.

12. The inflatable cooler of claim 1, wherein said air chambers are formed by welding the flexible plastic membrane.

13. The inflatable cooler of claim 12, wherein welding the flexible plastic membrane utilizes one of thermal welding, adhesive welding or high frequency welding techniques.

14. The inflatable cooler of claim 1, wherein said flexible plastic membrane comprises a polyvinyl chloride (PVC) membrane.

15. The inflatable cooler of claim 1, wherein said flexible plastic membrane is less than 10 mils thick.

16. The inflatable cooler of claim 15, wherein said flexible plastic membrane is between 5-10 mils thick.

17. The inflatable cooler of claim 1, wherein the air chambers are inflated with carbon dioxide by a user blowing into one or more valves in fluid communication with said air chambers.

18. The inflatable cooler of claim 1, wherein the air chambers are inflated with an external air pump that pumps air into one or more valves in fluid communication with the air chambers of the cooler.

19. The inflatable cooler of claim 1, wherein the air chambers are inflated with an integral air pump that pumps air into the air chambers.

20. The inflatable cooler of claim 19, wherein said air pump is integral to a base of said cooler.

21. The inflatable cooler of claim 19, wherein said air-pump comprises a bellow-type air pump.

22. An inflatable cooler comprising at least one sidewall formed from a flexible plastic membrane having inflatable air chambers therein, wherein base of said at least one sidewall has a larger dimension than a top opening formed by said at least one sidewall.

23. The inflatable cooler of claim 22, comprising a plurality of sidewalls that have a pyramid shape.

24. The inflatable cooler of claim 22, comprising a sidewall that has a conical section shape.

25. The inflatable cooler of claim 22, further comprising a flexible plastic membrane that, when removably disposed onto an exterior surface of the at least one sidewall, forms an exterior surface of the cooler suitable for printing information thereon.

26. The inflatable cooler of claim 25, wherein said information comprises one of text, graphics, and logos.

27. The inflatable cooler of claim 22, wherein said air chambers are formed by welding the flexible plastic membrane.

28. The inflatable cooler of claim 27, wherein welding the flexible plastic membrane utilizes one of thermal welding, adhesive welding or high frequency welding techniques.

29. The inflatable cooler of claim 22, wherein said flexible plastic membrane comprises a polyvinyl chloride (PVC) membrane.

30. The inflatable cooler of claim 22, wherein said flexible plastic membrane is less than 10 mils thick.

31. The inflatable cooler of claim 30, wherein said flexible plastic membrane is between 5-10 mils thick.

32. The inflatable cooler of claim 22, wherein the air chambers are inflated with carbon dioxide by a user blowing into one or more valves in fluid communication with said air chambers.

33. The inflatable cooler of claim 22, wherein the air chambers are inflated with an external air pump that pumps air into one or more valves in fluid communication with the air chambers of the cooler.

34. The inflatable cooler of claim 22, wherein the air chambers are inflated with an integral air pump that pumps air into the air chambers.

35. The inflatable cooler of claim 34, wherein said air pump is integral to a base of said cooler.

36. The inflatable cooler of claim 34, wherein said air-pump comprises a bellow-type air pump.